

PROGRAM STRATEGY (LOGIC MODEL) – VOLUNTEERISM

NOTES: Throughout, items in **bold** signify potential NPF Priorities. Also, every park has its own group of underserved audiences (as identified by park units) that may need to be targeted.



RESOURCES

- People
- Money
- Information
- Equipment
- Facilities
- Materials and Supplies
- Schedule
- Standards and Policy

Program Specific Concerns:

- Space for volunteers
- Full-time Volunteer Coordinator
- Software
- Food for volunteer recognition



ACTIVITIES – Leadership

- **Establish Volunteerism as a Management Priority**
- **Get money & resources, purposefully target & sanction**
- Staff Development
 - Train volunteer leaders
- Facilitate good communication within, among and about volunteers and programs
 - Obtain and use NPS leadership support for program
- Employ good risk management practices
- Develop volunteer board



ACTIVITIES – Program Development

- **Conduct needs assessment**
- **Identify meaningful volunteer opportunities at all levels**
- **Evaluate success of program delivery**
 - Develop and implement monitoring and tracking system, inputs & participation
 - Evaluate success of volunteer activity (success of recruitment, outcomes, leader training)
 - Modify programs based on evaluation
- Develop long-term strategic plan
- Plan projects
 - Develop planning group
 - **Develop goals**
 - Make sure goals match park mission
 - Identify partners
 - Identify the resource issue for the volunteer project
- Write job descriptions and performance standards
- Train staff to work with volunteers



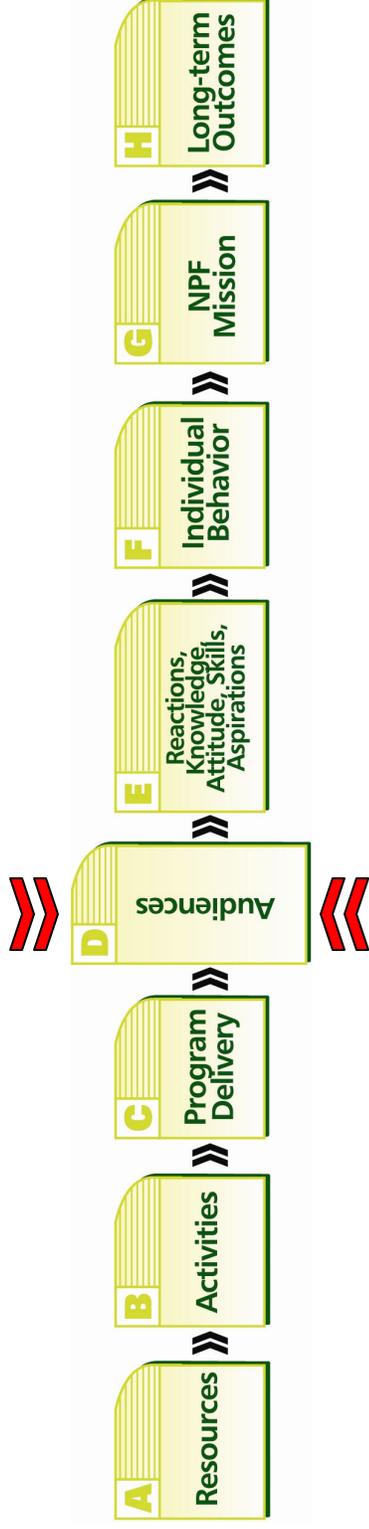
ACTIVITIES – Community Engagement

- Establish relevant partnerships
- Engage community in the process of identifying audiences and community needs
- Externally market program



PROGRAM DELIVERY

- Create a welcoming environment
- Recruit volunteers
- Match volunteers to opportunities
- Train volunteers
- Support volunteers (include in planning, supervise, mentor, motivate, evaluate, reward, recognize, reward)
- Provide interpretative opportunities (connect the project to the resource issue)
- Set-up physical environment
- Conduct volunteer orientation
- Screen volunteers
- Provide social opportunities for volunteers



AUDIENCES

- **Youth**
 - **Students**
 - *Young adults*
 - *“At risk” youth*
- **Seniors**
- **Families**
- Low income
- Specialized skills
- Recreational / Tourists
- Corporate / workplace



REACTIONS

- Relevant
- Enjoyable
- Fun
- Exciting
- Memorable

KNOWLEDGE

- Career development
- Know how to get involved (civic literacy)
- Knowledge of NPS
- Knowledge of the resource – meanings
- Knowledge of resource issue
- Knowledge of natural and cultural heritage



ATTITUDE

- Life-long commitment to volunteer
- Self-confidence
- Self-worth
- Appreciation of natural world
- Care of the resource
- Appreciation of cultural heritage
- Personal relationship to resource



SKILLS

- Community-building
- Content-related
- Problem-solving
- Technical
- Leadership
- Training others
- Social skills

BEHAVIOR

- Stewardship
 - *Retention (return, give more hours)*
 - *Recruit others*
 - *Advocate*
 - *Donor*
 - *Promote conservation*
- Become a leader
- Live a healthier lifestyle



MISSION

“... to strengthen the enduring connection between the American people and their National Parks...”

LONG-TERM OUTCOMES

- Preserve America’s Heritage
- Conserve Resources
- Promote Learning
- Enhance Quality of Life